

## POLITICAL CANDIDATE RATE CARD

10/1/2012

Station WHP / WLYH / EHP  
 Market HARRISBURG-LANCASTER-LEBANON-YORK, PA  
 Product Political Candidate Rate Cards  
 Demo RA25+  
 Flight Dates 10/1/12 thru 11/6/12  
 Salesperson Brad Phillips  
 Date 9/28/12

| STATION | DPT          | DAY     | TIME          | PROGRAM                        | COMMENTS                 | P1 LUR | P2 LUR | P3 LUR | P4 LUR |
|---------|--------------|---------|---------------|--------------------------------|--------------------------|--------|--------|--------|--------|
| WHP/CBS | Morning      | M-F     | 5:30-6a       | EARLY MORNING NEWS             |                          | 125    | 60     | 30     | 10     |
| WHP     |              | M-F     | 5-5:30a       | EARLY MORNING NEWS             |                          | 125    | 60     | 30     | 10     |
| WHP     |              | M-F     | 6-6:30a       | EARLY MORNING NEWS             |                          | 225    | 120    | 70     | 30     |
| WHP     |              | M-F     | 6:30-7a       | EARLY MORNING NEWS             |                          | 225    | 120    | 70     | 30     |
| WHP     |              | M-F     | 7-9a          | CBS THIS MORNING               |                          | 135    | 75     | 40     | 20     |
| WHP     |              | Sa      | 9-11a         | CBS THIS MORNING SATURDAY      |                          | 195    | 125    | 70     | 25     |
| WHP     |              | Su      | 8:30-9a       | WHAT AMERICA THINKS            | Rasmussen Political Show | 300    | 175    | 100    | 50     |
| WHP     |              | Su      | 9-10:30a      | CBS SUNDAY MORNING             |                          | 400    | 275    | 150    | 70     |
| WHP     |              | Su      | 10:30-11:30a  | FACE THE NATION                |                          | 700    | 450    | 285    | 195    |
| WHP     |              | Su      | 11a-11:30a    | FACE THE STATE (NEWS)          |                          | 195    | 110    | 70     | 45     |
| WHP     | Daytime      | M-F     | 10-11a        | LET'S MAKE A DEAL              |                          | 325    | 200    | 100    | 50     |
| WHP     |              | M-F     | 11a-12n       | PRICE IS RIGHT                 |                          | 450    | 325    | 175    | 80     |
| WHP     |              | M-F     | 12:30-2p      | SOAP ROTATION                  |                          | 350    | 220    | 140    | 75     |
| WHP     |              | M-F     | 2-3p          | THE TALK                       |                          | 325    | 200    | 135    | 65     |
| WHP     |              | M-F     | 3-4p          | THE DOCTORS                    |                          | 275    | 195    | 100    | 50     |
| WHP     | Early Fringe | M-F     | 3-4p          | JEFF PROBST SHOW               |                          | 275    | 195    | 100    | 50     |
| WHP     |              | M-F     | 4-5p          | ELLEN                          |                          | 450    | 275    | 150    | 80     |
| WHP     | Early News   | M-F     | 5-5:30p       | WHP NEWS AT 5P                 |                          | 325    | 175    | 110    | 55     |
| WHP     |              | M-F     | 5:30-6p       | WHP NEWS AT 530P               |                          | 325    | 175    | 110    | 55     |
| WHP     |              | M-F     | 6-6:30p       | EYEWITNESS NEWS                |                          | 350    | 200    | 125    | 65     |
| WHP     |              | M/W/F   | 6:30-7p       | CBS EVENING NEWS               | Note: ONLY AVAIL M/W/F   | 1500   | 1000   | 700    | 450    |
| WHP     |              | Sat/Sun | 6-6:30p       | EYEWITNESS NEWS                |                          | 250    | 140    | 80     | 40     |
| WHP     | Access       | M-F     | 7-7:30p       | WHEEL OF FORTUNE               |                          | 1300   | 700    | 400    | 200    |
| WHP     |              | M-F     | 7:30-8p       | JEOPARDY                       |                          | 1500   | 800    | 450    | 225    |
| WHP     |              | Sat     | 7-7:30p       | WHEEL OF FORTUNE               |                          | 400    | 250    | 135    | 75     |
| WHP     |              | Sat     | 7:30-8p       | JEOPARDY                       |                          | 400    | 250    | 135    | 75     |
| WHP     | Late News    | M-F     | 11-11:35P     | EYEWITNESS NEWS                |                          | 500    | 325    | 150    | 60     |
| WHP     |              | Sat/Sun | 11-11:35P     | EYEWITNESS NEWS                |                          | 375    | 200    | 90     | 50     |
| WHP     | Late Fringe  | M-F     | 1135P-1235A   | LETTERMAN                      |                          | 225    | 140    | 70     | 35     |
| WHP     |              | M-F     | 1235-135A     | LATE, LATE SHOW WITH           |                          | 60     | 35     | 20     | 5      |
| WHP     |              | Sat     | 11:30p-12:30a | CRIMINAL MINDS                 |                          | 85     | 60     | 35     | 20     |
| WHP     |              | Sat     | 12:30-1:30a   | CSI MIAMI                      |                          | 60     | 35     | 20     | 10     |
| WHP     |              | Sun     | 11:30p-12:30a | CRIMINAL MINDS                 |                          | 85     | 60     | 35     | 20     |
| WHP     |              | Sun     | 12:30-1:30a   | CSI MIAMI                      |                          | 60     | 35     | 20     | 10     |
| WHP     |              | Mon     | 8-9P          | HOW I MET MOTHER/PARTNERS      |                          | 3,750  | 2,250  | 1,300  | 800    |
| WHP     |              | Mon     | 9-10P         | 2 BROKE GIRLS/MIKE & MOLLY     |                          | 4,000  | 2,750  | 1,500  | 900    |
| WHP     |              | Mon     | 10-11p        | HAWAII 5-0                     |                          | 3,750  | 2,250  | 1,300  | 800    |
| WHP     |              | Tues    | 8-9P          | NCIS                           |                          | 5,500  | 3,250  | 1,800  | 1,000  |
| WHP     |              | Tues    | 9-10P         | NCIS :LA                       |                          | 4,750  | 2,850  | 1,600  | 900    |
| WHP     |              | Tues    | 10-11P        | VEGAS                          |                          | 3,500  | 2,400  | 1,300  | 700    |
| WHP     |              | Wed     | 8-9P          | SURVIVOR                       |                          | 5,000  | 3,000  | 1,600  | 1,000  |
| WHP     |              | Wed     | 9-10P         | CRIMINAL MINDS                 |                          | 5,000  | 3,000  | 1,600  | 1,000  |
| WHP     |              | Wed     | 10-11P        | CSI                            |                          | 3,500  | 2,000  | 1,100  | 700    |
| WHP     |              | Thur    | 8-9P          | BIG BANG/2.5 MEN               |                          | 5,500  | 3,000  | 1,700  | 1,000  |
| WHP     |              | Thur    | 9-10p         | PERSON OF INTEREST             |                          | 4,500  | 2,500  | 1,400  | 900    |
| WHP     |              | Thur    | 10-11P        | ELEMENTARY                     |                          | 4,500  | 2,500  | 1,400  | 900    |
| WHP     |              | Fri     | 8-9P          | CSI NY                         |                          | 2,000  | 1,350  | 800    | 400    |
| WHP     |              | Fri     | 9-10P         | MADE IN JERSEY                 |                          | 2,300  | 1,600  | 900    | 575    |
| WHP     |              | Fri     | 10-11p        | BLUE BLOODS                    |                          | 2,700  | 1,800  | 1,000  | 600    |
| WHP     |              | Sat     | 8-9p          | CRIMETIME SATURDAY HR #1       |                          | 800    | 575    | 310    | 200    |
| WHP     |              | Sat     | 9-10p         | CRIMETIME SATURDAY HR #2       |                          | 800    | 575    | 350    | 150    |
| WHP     |              | Sat     | 10-11p        | 48 HOURS                       |                          | 1000   | 600    | 375    | 175    |
| WHP     |              | Sun     | 7-8p          | 60 MINUTES                     |                          | 3,500  | 1,800  | 1,000  | 500    |
| WHP     |              | Sun     | 8-9p          | THE AMAZING RACE               |                          | 5,000  | 3,000  | 1,800  | 1,000  |
| WHP     |              | Sun     | 9-10P         | THE GOOD WIFE                  |                          | 3,500  | 2,000  | 1,200  | 700    |
| WHP     |              | Sun     | 10-11P        | THE MENTALIST                  |                          | 3,500  | 2,000  | 1,200  | 700    |
| WHP     |              | VARIOUS | 9-11P         | PRESIDENTIAL DEBATES           | 10/3...10/16...10/22     | 2,400  | 1,500  | 800    | 400    |
| WHP     |              | THUR    | 9-11P         | VP DEBATE                      | 10/11 ONLY               | 2,400  | 1,500  | 800    | 400    |
| WHP     | NCAA Fball   | Sat     | 12N-7P        | NCAA FOOTBALL                  |                          | 500    | 350    | 200    | 125    |
| WHP     |              | Sat     | 8-11P         | NCAA PRIME FOOTBALL ON CBS     | 11/3/12                  | 1,250  | 895    | 550    | 300    |
| WHP     | NFL          | Sun     | 12N-1P        | CBS NFL PREGAME SHOW           |                          | 800    | 550    | 300    | 175    |
| WHP     |              | Sun     | 1-430P        | CBS NFL GAME #1 (NOT STEELERS) | See Schedule             | 4000   | 2000   | 1300   | 750    |
| WHP     |              | Sun     | 430-7P        | CBS NFL GAME #2 (NOT STEELERS) | See Schedule             | 4000   | 2000   | 1300   | 750    |
| WHP     |              | Sun     | 1-7P          | NFL STEELERS                   | See Schedule             | 5500   | 3000   | 1800   | 1000   |